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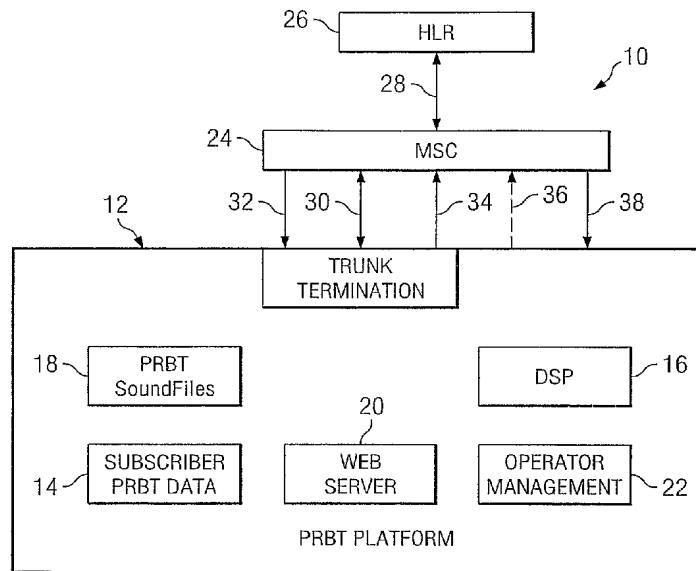
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[Continued on next page]

(54) Title: PERSONAL RING BACK TONE



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(57) **Abstract:** A system, method, and computer readable medium for providing a personalized ring back tone comprises receiving a location request return result message (76) at a mobile switching center (24), based on the location request return result message (76), receiving an initial address message (78) at a personal ring back tone platform (12), based on the initial address message (78), receiving an address complete message with an optional backward call indicator parameter (80) at the mobile switching center (24), and providing the personalized ring back tone from the personal ring back tone platform (12) while normal call progress is occurring.



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